

Claims:

1. A radiation curable adhesive comprising an epoxidized block copolymer, a saturated block copolymer and/or a rosin derived alcohol, and a photoinitiator.

2. The adhesive of claim 1 comprising a saturated styrenic block copolymer.

3. The adhesive of claim 1 comprising a rosin derived alcohol.

4. The adhesive of claim 1 wherein the adhesive further comprises a hydrocarbon resin, a rosin and/or rosin ester, and an oil.

5. The adhesive of claim 1 wherein the photoinitiator is triaryl sulfonium hexafluoroantimonate.

6. The adhesive of claim 1 which is a pressure sensitive hot melt adhesive.

7. The adhesive of claim 1 wherein the adhesive comprises from about 15% to about 35% by weight of at the epoxidized block copolymer, from about 5% to about 15% by weight of at least one saturated block copolymer and from about 30% to about 60% by weight of at least one hydrocarbon resin and from about 3 to about 15% of a rosin derived mono-ol, up to about 0 to about 25% of a rosin and/or rosin ester, up to about 0 to about 30% of a mineral oil, and up to about 2% of an antioxidant.

8. An article of manufacture comprising the adhesive of claim 1.

9. The article of claim 8 which is a labeled container.

10. The article of claim 8 which is an adhesive tape.

02904985 - 062604